



TITLE:

Contrastive Analysis of Point of View Effects in Culture-Dependent Social Cognition(Abstract_要旨)

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CITATION:

THOVUTTIKUL, SUTASINEE. Contrastive Analysis of Point of View Effects in Culture-Dependent Social Cognition. 京都大学, 2019, 博士(情報学)

ISSUE DATE:

2019-09-24

URL:

<https://doi.org/10.14989/doctor.k22095>

RIGHT:

(続紙 1)

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論文題目	Contrastive Analysis of Point of View Effects in Culture-Dependent Social Cognition （文化に依存した社会認知における視点効果の対照分析）		
(論文内容の要旨)			
<p>This study investigates how point of view (POV) affects the culture-dependent social cognition. It employs contrastive analysis in which the behaviors of participants from the Japanese and Thai culture under different POV conditions are contrasted in various interaction settings realized in a virtual interaction environment. The thesis consists of six chapters.</p> <p>Chapter 1 introduces challenges in cross-cultural communication and addresses the construction of a cross-cultural communication assistant system as the motivation of this study. The study concentrates on simple waiting and shopping behaviors to gain insights on social interactions in daily life. The study asks three research questions. The first inquires how the POV may affect the social cognition. It motivates an experiment for contrasting social cognitions from first- and third-person POV in the waiting situation. The second research question inquires whether the POV may differently affect the social cognition depending on the culture. It motivates an experiment of contrasting the waiting behavior of participants in the two different cultural backgrounds. The third research question inquires whether the POV may bring about different effects in cross-cultural learning depending on which cultural aspect to learn. It motivates an experiment in which participants with one cultural background are asked to learn an interaction-style in another culture from different POV. This chapter is closed by showing the structure of contribution.</p> <p>Chapter 2 overviews previous research related to the topics addressed in this study and discusses the orientation of this study. First, difficulty in cross-cultural communications is discussed. Second, it is discussed how cultural differences may manifest in daily interactions. Third, it is emphasized that the POV plays a critical role in communication and an argument for a research focusing on POV is presented. Fourth, Hofstede’s cultural dimensions theory is introduced as a base for parametrically characterizing national cultures and contrasting the Japanese and Thai culture. Finally, recent trends in technologies for helping cross-cultural learners are surveyed to gain an insight on the potential application of this study.</p> <p>Chapter 3 addresses how the POV may affect the social cognition. To investigate the effect of perceptual differences from first- and third-person POV, an experiment was designed using a virtual environment in which Japanese participants were asked to obtain a ticket at a service counter. A queue jumper was introduced to see how participants perceive social cognition regarding fairness. Each participant was asked to engage in interactions in the line and group waiting style to show her/his preference and report the reason. The results obtained from this experiment suggest that the third-person POV allows Japanese participants to recognize holistic aspects like fairness.</p> <p>Chapter 4 addresses whether the POV may differently affect the social cognition depending on the cultural background. In the second experiment in this study, Thai participants were asked to take part in the same activities as the Japanese participants had in the first experiment, to contrast the two sets of findings obtained from the two experiments conducted with</p>			

participants with the two different cultural backgrounds. As a result, the Thai participants were found to be more concerned with the experience of the interaction and the feelings behind their choices. It is contrastive to the finding obtained from the first experiment suggesting that the Japanese participants preferred speed as their reason for selecting a counter.

Chapter 5 addresses whether the POV may bring about different effects in cross-cultural learning depending on which cultural aspect to learn. The third experiment in this study was designed in which participants with the Japanese background were asked to learn an interaction-style from different POV using a simulated night flea market in the Thai culture. A questionnaire was compiled to measure their social cognition based on Hofstede's six-dimensional model of national culture. The result suggests that the participants could recognize the keywords related to the individualism versus collectivism (COL), masculinity versus femininity (FEM), and uncertainty avoidance (UAI) aspects of the Thai culture in both first- and third-person POV. A significant difference was found in the COL aspect. It implies that the participants in the third-person POV group can recognize the extracted keywords of the COL aspect better than those in first-person POV.

Chapter 6 wraps up findings and proposes future directions. The findings regarding the waiting activities suggest that participants with the Japanese cultural background tend to focus on the speed and performance encompassing the waiting time, the number of waiting customers, and the serving speed of a service person, as well as social cognition of fairness, and that the third-person POV facilitates the social cognition of these aspects. It conforms to a popular view that the Japanese culture has a high score in Hofstede's masculinity dimension. In contrast, the findings also suggest that participants with the Thai cultural background tend to forgive queue-jumping customers when they have an intimate relationship with a service person, and that the first-person POV enhances the social cognition of these aspects. It conforms to a popular view that the Thai culture is more feminine and collectivism-oriented in Hofstede's model. It is discussed how this research may be extended to build a culture-aware intelligent assistant system.

注) 論文内容の要旨と論文審査の結果の要旨は1頁を38字×36行で作成し、合わせて、3,000字を標準とすること。

論文内容の要旨を英語で記入する場合は、400～1,100 wordsで作成し
審査結果の要旨は日本語500～2,000字程度で作成すること。

(論文審査の結果の要旨)

本論文では、視点の異なりが文化に依存した社会認知にどのようなちがいを与えるかを理解するために、日本とタイの文化的背景を反映した仮想インタラクション環境を構築して、それぞれの文化的背景を持つ実験参加者がさまざまな状況でどのようなふるまいをするかを観察し、結果を対照する研究手法によって得られた知見について報告している。得られた主要な成果は以下の通りである。

1. 社会認知の視点依存性に関わる知見を得るために、仮想空間におけるサービスカウンターの前で列を形成する待ちとサービスパーソンからの呼び出しに基づく待ちの場面を設定し、割り込み者に対するサービスカウンターの拒絶の有無による公平性の条件を加えた状況を仮想環境内に作り出し、日本の文化的背景を有する実験参加者に1人称視点と3人称視点から経験してもらい、選好と印象を対照する実験を行い、インタラクションの全体像の把握が必要な公平性の認知については、3人称視点を取るほうがよりよく認知されることを見出した。

2. タイの文化的背景を有する実験参加者について、前項と同等の実験を実施し、対照したところ、日本の文化的背景を有する実験参加者はサービスの速さをより重視するサービスカウンターを選好する傾向があり、選好をするためには3人称視点の方がより有用である一方で1人称視点を取るとちがいを見逃しがちになることが判明した。他方、タイの文化的背景を有する実験参加者は、インタラクションや気分を重視する選好傾向があり、選好をするうえで、1人称視点の方がより有用である一方で、3人称視点をとるとちがいを見逃しがちになることを見出した。

3. 日本の文化的背景を有する実験参加者がタイの文化様式に基づくフリーマーケットでのショッピングを学習する仮想環境を作り出して、視点効果のちがいの効果をホフステードの提案した6つの文化次元のうち個人性-集団性(IND-COL)、男性性-女性性(FEM)、不確実性回避(UAI)を反映した質問項目を用いて評価したところ、実験参加者はこれらの次元に関わる質問項目を適切に認識していることを見出した。さらに、3人称視点を与えられた学習者群が、タイの文化的背景に基づくコミュニケーションがホフステードモデルにおいてより高い集団性を有するという特徴を、1人称視点を与えられた学習者群よりも的確に捉えていることを見出した。

以上の成果は、日本の国民文化に比べてタイの国民文化がホフステードモデルにおいてより高い女性性と集団性を有するとされてきた従来の知見を再確認し、現象を観察する視点に依存して認知のされ方に強弱が生じることを新たに示唆したという点で一定の意義が認められる。

よって、本論文は博士(情報学)の学位論文として価値あるものと認める。また、令和元年8月29日に実施した論文内容とそれに関連した試問の結果合格と認めた。

要旨公開可能日： 年 月 日以降